Malaria Social and Behavior Change Communication (SBCC) Module

Interviewer's Instructions

ICF
Rockville, Maryland

May 2021

MALARIA SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) MODULE

The purpose of these questions is to capture information about respondents' exposure to malaria messages, knowledge about malaria, perceptions of malaria susceptibility and severity, self-efficacy against malaria, and their attitudes and norms regarding malaria. This information will help countries strengthen malaria SBCC activities such as mass media messages, community education, and so on.

Qs. 501 - 502: MALARIA MESSAGES

If the respondent has seen heard any messages about malaria in the last six months ("YES" to Q. 501), ask Q. 502 to find out the source or sources from which she has seen or heard any messages about malaria. For Q. 502, let the respondent list all the sources where she saw or heard messages. After she has answered, ask "Anywhere else?" just once. If she mentions a source not listed select 'X' for OTHER and record the source.

Qs. 503 - 504: WAYS TO AVOID MALARIA

If the respondent states that there are ways to avoid getting malaria ("YES" to Q. 503), ask Q. 504 to find out what methods the respondent knows about to avoid getting malaria. If she mentions a method that is not listed, select 'X' for OTHER and record the method.

- Only select code 'B' SLEEP UNDER AN INSECTICIDE-TREATED NET if the respondent specifies that the net should be insecticide-treated or uses the terms "ITN" or "LLIN". If the respondent does not specify that the net should be insecticide-treated, select answer option 'A'.
- Code 'C' USE MOSQUITO REPELLENT refers to repellent that is applied to the body/to a person, not to insecticide sprays used for rooms/structures/objects (see code 'E').
- Code 'D' TAKE PREVENTATIVE MEDICATIONS refers to modern medications that are taken on a routine basis; respondents may mention the names of specific medications (SP/Fansidar, chloroquine, malarone, paludrine, etc.) or generally refer to preventative medications.
- Code 'E' SPRAY HOUSE WITH INSECTICIDE refers to both indoor residual spraying and the use of commercially available insecticides like [DOOM, country-specific brands].

Qs. 505 - 514: MALARIA ATTITUDES

The purpose of these questions is to gauge respondents' attitudes towards malaria. Read out each statement separately, ask the respondent if she agrees or disagrees with the statement, and wait for her answer before going on to the next question. If she does not understand the statement, you should read it out again. Be sure that you have read each statement clearly and the respondent has understood it before recording an answer.

Qs. 505 - 508: PERCEIVED MALARIA SUSCEPTIBILITY AND SEVERITY

These questions capture the respondent perception of malaria susceptibility and the severity of the consequences of malaria.

Qs. 509 - 510: MALARIA SELF-EFFICACY

These questions capture the respondent's confidence in her ability to perform malaria-related behaviors. Q. 509 asks whether the respondent believes that she can sleep under the net for the entire night when there are a lot of mosquitoes, while Q. 510 asks about when there are a few mosquitoes. In both questions "sleep under the net for the entire night" means that after going to sleep, she will not get up and move to a different bed without a net or area that does not have a bed net. Nor will she take the net down.

Qs. 511 - 512: ATTITUDES TOWARD MALARIA-RELATED BEHAVIORS

In Q. 512, 'medicine' refers to pills, liquids, herbs, and/or home remedies, whether modern and traditional, that are already in the home.

Qs. 513 - 514: MALARIA NORMS

These questions are about the respondent's beliefs about how people in her community behave. If the respondent's first answer is that she doesn't know or is uncertain, probe by asking whether she believes that more than half or less than half of the community performs the behavior. If the response is half or more than half, select code '1' AGREE. If the response is less than half, select code '2' DISAGREE. Only select code '8' DON'T KNOW/UNCERTAIN if she still does not know after you have probed. Only one response is allowed.